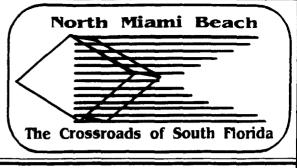
Economic Development

Update



City of North Miami Beach

November / December 1993

North Miami Beach Voters Approve Government Center Development

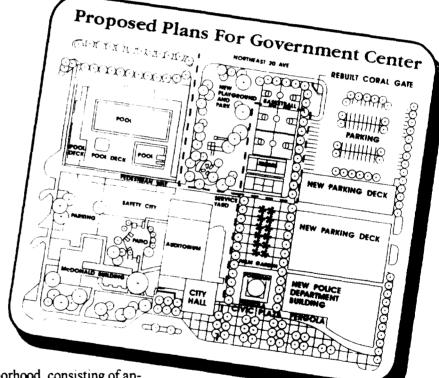
Residents overwhelmingly approve \$13 million to build a new police station, upgrade City Hall property and provide neighborhood improvements.

orth Miami Beach is about to embark on the largest redevelopment project in the City's history. When completed, the City will have a proud new symbol of the community's vision for the future.

On November 2, the residents of North Miami Beach voted overwhelmingly to support two bond issues which will provide funds for a new police facility, parking facility, public plaza and various improvements to the neighborhood adjacent to City Hall. The total amount authorized was \$13 million.

The police building, parking structure and plaza will combine with the City Hall complex to create a "Government Center," covering three blocks and more than 12 acres. With the additions, Government Center will contain the City Hall offices, meeting rooms, an adult recreation center, playground, tennis courts, basketball courts, Olympic-sized pool, Safety City children's training facility, newly-renovated Victory Park Cultural Arts Theater, land-scaped public plaza and a state-of-the-art police facility.

A major facelift is also scheduled for the neighboring residential area. The neigh-



borhood, consisting of approximately 106 acres, will benefit from improvements such as new sidewalks, paved on-street parking areas, stormwater drainage, enhanced streetlighting and beautiful tropical landscaping. The new residential environment will contribute greatly to the neighborhood's sense of place, the residents' sense of pride and the security of property values

Construction of the neighborhood improvements should begin in the summer of 1994 and be done by late 1995. The police facility is scheduled to begin con-

struction in the fall of 1994 and be completed by late 1995.

The willingness of the residents to tax themselves to invest in these projects is a strong statement about the community's commitment to a quality-of-life standard that is enjoyable, rewarding and secure.

It's also important to note that the transformation of Government Center and its neighborhood will have great value as a symbol of the community working together to build an ever-better future.

North Miami Beach: A Hot Spot for Business

recent study declared North Miami Beach one of the country's "hot spots" to start and grow a company.

Cognetics, Inc., of Cambridge, Massachusetts, compared regions, states and communities throughout the nation in terms of their success in producing an environment that fosters innovative, entrepreneurial firms.

North Miami Beach ranked in the top 22 percent for communities located in large metropolitan areas, outpacing other South Florida neighbors such as Coconut Grove, Fort Lauderdale, North Miami and Hollywood.

The report insists it isn't conducting a "beauty contest," but is instead recording (1) the percent of all new businesses started in each area within the last ten years that employ at least five people in 1992 and (2) the percent of firms ten years old or less that showed significant growth between 1988 and 1992.

The study also takes into account the disparities between different types of areas. For example, it wouldn't be fair to com-

pare metropolitan Miami to a much smaller area such as Pensacola. Therefore, the study ranks the communities separately for large metro areas and small metro areas.

The study divides large metropolitan areas into smaller communities or submarkets, thus leading to North Miami Beach's ranking in "communities in large metropolitan areas."

What makes an area hot?

According to the report, there are five "hard" determinants of successful entrepreneurial areas. They are:

- Universities
- 2 Interstate Highways
- Airports
- Advanced Telecommunications
- A "Nice Place to Live"

When considering these factors, it's easy to see that North Miami Beach fits the definition.

Universities. There are no less than seven universities and colleges within a 15-mile radius, providing creative people,

new ideas and technology for NMB's new and growing companies.

Interstate Highways. Located adjacent to the Golden Glades Interchange, where I-95, Florida's Turnpike and the Palmetto Expressway meet, North Miami Beach is truly the crossroads of South Florida.

Airports. The Miami International Airport and the Fort Lauderdale International Airport are both within a short 20-minute drive from North Miami Beach.

A "Nice Place to Live." The report defines this quality as "low crime, low density, malls, good schools, single family homes, malls, free parking, easy commutes, malls", which is a pretty good definition of North Miami Beach!

With its pro-business spirit, NMB also possesses what the study calls an important "soft" determinant for a "hot spot" — acceptance and encouragement of the unconventional entrepreneur.

Simply put, North Miami Beach provides the right business environment for new and growing businesses.

City of North Miami Beach 17011 NE 19th Avenue North Miami Beach, FL 33162

Mayor Jeffrey A. Mishcon

City Council
Jay R. Chernoff
Sally Heyman
John Kurzman
Jule Littman
Raymond F. Marin
Buford C. Whitaker

<u>City Manager</u> Michael Roberto

City Attorney Howard Lenard Bulk Rate U.S. Postage Paid Miami, FL Permit No. 1409

Economic Development Gary Wohlforth

(305) 948-2963

APPENDIX H

NORTH MIAMI BEACH "THE RIGHT PLACE FOR RETAIL"

The Right Place For Retail

North Miami Beach has long been one of South Florida's best known shopping areas. It's location midway between Miami and Ft. Lauderdale makes it a natural regional retail hub.

Powerful Trade Area Demographics

Especially important is the strength of the primary trade area. North Miami Beach has the good fortune to be located at the center of the thriving Northeast Dade region. The demographics for the area within 3 miles of the city's center are impressive:

	1990	1700
Total Population	184,342	165,400
Households	78,448	73,526
Total Household Income	\$3.01 billion	\$2.47 billion
Average Household Income	\$38,387	\$33,607

1000

and many more, all within a 3 mile radius.

Clearly, the population is both growing and becoming more affluent.

Impressive List of Retailers

Not surprisingly, the North Miami Beach area has grown into a major center for retailing. The primary trade area has over 6.5 million square feet of retail space anchored by two regional shopping malls --- The Mall at 163rd Street and Aventura Mall.

The list of major retailers in the trade area reflects the value the industry places on a location in and near North Miami Beach:

Macy's	Lord & Taylor	Burdines
Circuit City	K-Mart	Luria's
Toys R Us	Ethan Allen Furniture	Marshall's
Kids R Us	Mervyn's	Costco
Home Depot	Sears	JCPenny

A New Construction Boom

The City of North Miami Beach in particular is reaping the benefits of Northeast Dade's strength.

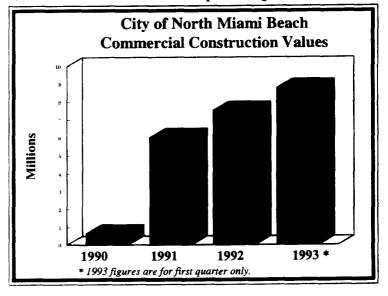
Even in the midst of a widespread recession, North Miami Beach has been experiencing several of the

best years ever for commercial construction.

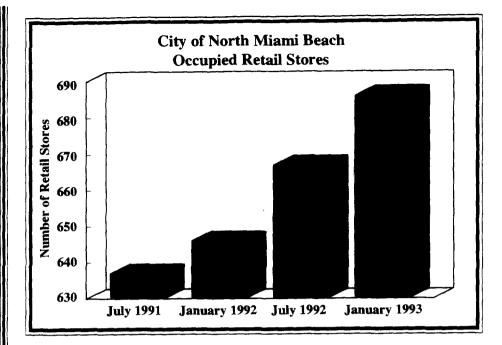
Commercial Construction Completed North Miami Beach

<u>Year</u>	Total Value
1990	\$ 655,000
1991	\$6,023,000
1992	\$7,525,000
1993 (3 months)	\$8,785,000

Construction values in 1993 will likely be the highest on record!



^{*1980} incomes adjusted for inflation



Retail Occupancy On the Rise

Growth in the Northeast Dade area is also reflected in the increasing count of occupied stores in North Miami Beach.

Since July of 1991, the total number of occupied storefronts in the City climbed from 637 to 686, a net increase of 49 new businesses — in only 18 months!

Retail Sales Accelerating

The bottom line in any retail market is the volume of sales. In North Miami Beach, retail sales are not only growing, they are growing at an accelerating rate!

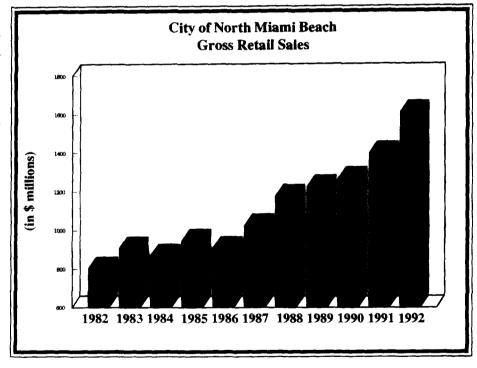
In the 5 year period, 1982-87, gross retail sales in North Miami Beach grew by a total of 28 percent.

In the 5 year period 1987-92, retail sales grew by 57 percent!

And sales grew by over 15 percent last year alone, the largest increase for a single year in at least 12 years!

An Even Stronger Future

Activity elsewhere in the city is fueling further growth:



- ◆ Parkway Regional Medical center has made two additions, is constructing a medical office building and has expanded services;
- ◆ Southeastern University of Health Sciences invested \$5 million in facilities to double their size;
- ◆ In the last 3 years, over \$2.5 million has been invested in 23 separate property renovations;
- ◆An expanded Biscayne Boulevard will further enhance North Miami Beach's role as a prime business location.

The growth indicators abound: growing population, more households, higher incomes, more new construction, growing list of businesses and major retailers, and accelerating retail sales growth.

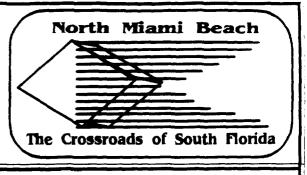
North Miami Beach: A Great Place to Do Business

APPENDIX I

NORTH MIAMI BEACH ECONOMIC DEVELOPMENT UPDATE JANUARY/FEBRUARY 1994

Economic Development

Update



City of North Miami Beach

January / February 1994

Biscayne Boulevard Widening Begins

"This project involves the complete demolition of Biscayne Boulevard as it exists and the construction of a new, greatly improved roadway," announced Daniel Owens of Carr Smith Associates, the construction engineering firm in charge of the Biscayne Boulevard widening project.

This announcement, as well as an explanation of the project, was made during a January 20th meeting between the Florida Department of Transportation (FDOT), local business owners and representatives from the City of North Miami Beach.

The meeting was the first step in a three-pronged effort to alleviate some of the hardships associated with any massive widening project.

The City of North Miami Beach, in an attempt to aid the Biscayne Boulevard businesses owners, has set up a businesses assistance program during the construction. The assistance program includes providing a contact person to facilitate any problems arising from the construction, production of portable A-frame signs to help customers locate entrance driveways and coordination of a cooperative marketing program.

Although the construction will be very disruptive, the finished product will be a big boost to the area. The improved road conditions, increased traffic counts and enhanced appearance

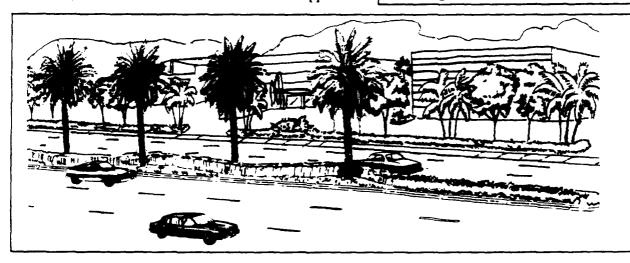
will strengthen the existing businesses and help attract new ones

The improvements will also help spur investment in the remaining large, undeveloped commercial lots in that area and FDOTs demolition of the old buildings has made available some great infill opportunities.

All in all, the transformation of Biscayne Boulevard will be one of the most dramatic changes in North Miami Beach in many years.

Just the Facts

- From February 21, 1994 through January 1995, FDOT will widen Biscayne Boulevard from four to six lanes between NE 135th Street and NE 151 Street. The area from 151st Street to 161st Street, already under construction, will be widened from four to eight lanes.
- The new, improved highway will be lined by handicapped accessible sidewalks, as well as new streetlights and traffic signals.
- Lush, tropical landscaping in the center median will complement landscaping on private properties.
- An extensive storm drainage system will be put in place to control local flooding and comply with up-to-date environmental regulations.



Conceptual rendering of Biscayne Boulevard after completion of the road widening project.

Home Depot Moving to The Mall at 163rd Street

The tremendous success of their store at the Skylake Mall on Miami Gardens Drive has created a problem for Home Depot, the home improvement center giant. They have simply outgrown their space. So, they are moving.

Wanting to stay close by the North Miami Beach market, Home Depot has elected to relocate to the very center, at The Mall at 163rd Street. Home Depot has secured a ground lease for a total of almost 12 acres at the northwest corner of the Mall's property. The existing theater and retail shops in that area will be removed to make room for the project.

The new Home Depot store will consist of a total of almost 130,000 square feet, including the huge 28,000 square foot garden center. This new store will be almost double the size of the existing store at Skylake Mall. There will also be easier and safer access and more convenient parking than at the existing store.

The Mall owners also plan to build 24,200 square feet of retail space adjacent to the Home Depot for another national tenant to be announced later.

Demolition of the existing buildings will start by the end of April and construction should begin by the end of May. Home Depot's plans call for a November, 1994 opening.

A new Home Depot superstore as an additional anchor will be a big plus for the Mall as well as the entire North Miami Beach business district, further strengthening the City's position as one of South Florida's leading shopping areas.

Working Together

The Home Depot project also has produced an opportunity to make a variety of improvements in the Monticello Park neighborhood, located just west of the site for the new store.

Through the combined efforts of the City of North Miami Beach and Home Depot, the neighborhood will receive a six-foot high privacy wall, perimeter landscaping, entrance signs, stormwater drainage improvements, upgraded water lines and repaved streets. The cost of these improvements will be paid in part by a contribution from Home Depot.

This neighborhood improvement project is a good example of how the City government, private business and the residents can all benefit from working together in the economic development process.



New Construction Update ...

... The long-awaited completion of Ethan Allen 's new North Miami Beach location is getting closer. The \$755,000 retail store, located at 2751 NE 163rd Street, should be opening within the next couple of months.

... The new, 3,000+ square foot Boston Chicken is scheduled to open on April 17. The restaurant was built on the site previously occupied by Wansau Mandarin House Restaurant on the southeast corner of West Dixie Highway and 163rd Street.

City of North Miami Beach 17011 NE 19th Avenue North Miami Beach, FL 33162

Mayor Jeffrey A. Mishcon

City Council
Jay R. Chernoff
Sally Heyman
John Kurzman
Jule Littman
Raymond F. Marin
Buford C. Whitaker

City Manager Michael J. Roberto

City Attorney
Howard Lenard

Bulk Rate U.S. Postage Paid Miami, FL Permit No. 1409

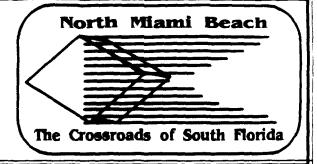
Economic Development Gary Wohlforth

(305) 948-2963

APPENDIX J

NORTH MIAMI BEACH ECONOMIC DEVELOPMENT UPDATE MARCH/APRIL 1994

Economic Development



City of North Miami Beach

March / April 1994

North Miami Beach Gets Greener

City continues to beautify and landscape its commercial districts.

of Arbor Day, it seems appropriate to discuss the substantial strides North Miami Beach has made in its highway beautification efforts.

In 1988, the City Council authorized a campaign to beautify public streets as a complement to the improvements made by private property owners as part of the newly established economic development program.

By 1993, this campaign had transformed the stark highway medians of State Road 826, also known as 167th / 163rd Street, into gardens of tropical and semitropical landscaping. The \$1.5 million project, funded by the State of Florida, Metro-Dade County and the City of North Miami Beach, was the state's first large-scale xeriscape experiment.

The momentum created by that project continues in 1994 as the City expands the beautification into other commercial areas.

More greenery is showing up on SR 826 as a result of Federal Emergency Management Agency (FEMA) funding to replant trees displaced by 1992's Hurricane Andrew. The \$60,000+ grant has enabled the City to replace all of the palms lost to the storm. The replacement of flowering trees is expected to be completed by the end of April.

Other landscape projects include the 75 Sable Palms and 48 Silver Buttonwoods being planted along the side SR 826 between 26th Avenue and 35th Avenue in the Eastern Shores area. This project, funded through a 50/50 matching grant from the Florida Highway Beautification Council, will be underplanted with native groundcover similar to the medians along the highway in that area.

Biscayne Boulevard

The massive Biscayne Boulevard road-widening created the opportunity for the City to parlay highway improvements into a continuation of their vision of a greener North Miami Beach.

Landscape plans, prepared by the City and the Florida Department of Transportation (FDOT), call for stately Medjool Date Palms as well as native plantings along the medians and as accents at select points on the road's shoulder.

The City, in a fine example of public and private sector cooperation, is enlisting support from businesses located along the road-widening to strengthen the project's landscaping concept.

Other Public / Private Partnerships

Barnett Bank, located at 18201 NE 19th Avenue, went the extra mile when they recently upgraded their property. In addition to extensive landscape improvements on their grounds, the bank planted an additional ten Royal Palms in the public area along the street.

The nearby Star 7 building, on the corner of NE 19th Avenue and 171st Street, added to the Barnett Bank improvements by planting Sable Palms, native flowering trees, groundcover and shrubs to

its property.

The City then utilized FEMA funds to plant fifteen Coconut Palms in the medians in this area.

The combined result created a symbol of government and business working together to improve the community's quality of life.

The Washingtonia Palm, North Miami Beach's signature tree, now lines many of the City's roadways and commercial properties.

Business Profile: GOURMET DINER

n the spring of 1993, Gourmet Diner faced a serious dilemma. FDOT was removing most of the diner's building for right-of-way in preparation for the widening of Biscayne Boulevard.

The "taking" of the land by FDOT did not leave enough land for Gourmet Diner to rebuild at their current site, so they were forced to move. The owners, however, wanted very much to stay as close to their established location as possible.

"We've been in North Miami Beach for eleven years," said Jean-Pierre Lejeune, owner of Gourmet Diner. "We've built a strong, loyal client base here."

The City, feeling that the restaurant was a vital part of the South Biscayne Boulevard Business District, also wanted Gourmet Diner to stay.

The Diner began negotiations with FDOT and the City of North Miami Beach. The three parties agreed upon a settlement which allowed Gourmet Diner to rebuild on the other side of Biscayne Boulevard on land vacated by five other FDOT takes.

"Everyone at the City (of North Miami Beach) has been helpful," stated Lejeune. "From the Mayor to the City At-

torney to the City Manager, the City has worked with us to alleviate problems and offer technical assistance. They've advised us every step of the way."

The five businesses previously located on the new Gourmet Diner site included Pasta Nosh restaurant, Ben's Court Motel, the Corner Shops and vacant retail stores. All five properties had been acquired by FDOT for the roadway.

The lots left after the right-of-way acquisitions were impossible to develop individually, so the City worked with the Diner to package the five unusable sites into one property.

The result provided the perfect site for the reborn Gourmet Diner. The new, 2,300 square foot diner will more than double the number of seats from 41 to 90. The new ocation will also alleviate problems experienced at the old diner by providing much more parking and safer access from Biscayne Boulevard.

According to Lejeune, the new restaurant will incorporate the look and feel of a traditional 1950's diner while still providing the same excellent service and quality French and American cuisine they've always been known for.

The Gourmet Diner is expected to reopen at 13951 Biscayne Boulevard in April 1994.

City of North Miami Beach 17011 NE 19th Avenue North Miami Beach, FL 33162

Mayor Jeffrey A. Missian

City Council
Jay R. Chernoff
Sally Heyman
John Kurzman
Jule Littman
Raymond F. Marin
Buford C. Whitaker

<u>City Manager</u> Michael J. Roberto

City Attorney Howard Lenard Bulk Rate U.S. Postinge Paid Miami, FL Permit No. 1409

Economic Development
Gary Wohlforth

(305) 948-2963

APPENDIX K

ASSORTED NORTH MIAMI BEACH BUSINESS CARDS

LAW OFFICE OF STEVEN N. KLITZNER A PROFESSIONAL ASSOCIATION

STEVEN N. KLITZNER

ATTORNEY AT LAW

DADE (305) 682-1118 TOLL FREE (800) 219-1118 FAX (305) 945-4184

SECOND FLOOR 2450 N.E. MIAMI GARDENS DRIVE NORTH MIAMI BEACH, FL 33180

Examination of the EVes Specializing in Contact Lenses
Office Hours By Appt.



Dr. Steven E. Wigdor Doctor of Optometry

Biscayne Harbour Shops 18117 Biscayne Blvd. N. Miami Beach, FL 33160 Phone (305) 931-0225 Venetian Isle Shops 3650 N. Federal Hwy. Lighthouse Point, FL 33064 Phone (305) 943-6210

- A Complete Vision Care Center



MIRABEL TRAVEL INC.

Cruises • Airline Tickets • Packages Corporate

RACHEL GEFEN

18325 Collins Ave. #C2 Blue Grass Hotel N. Miami Beach, FL 33160

Tel (305) 937-4880 Fax (305) 937-0331





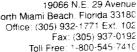
Ultra Realty Group

Milton M. Agins

19066 N.E. 29 Avenue North Miami Beach, Florida 33180 Toll Free: 1-800-545-7410







SYLVAN R. LEWIS, M.D., P.A.

DIPLOMATE

AMERICAN BOARD OF INTERNAL MEDICINE AMERICAN BOARD OF CARDIOVASCULAR DISEASE

18260 N.E. 19th AVENUE SUITE 204 N. MIAMI BCH., FL 33162

2785 N.E. 183rd STREET SUITE 200 N. MIAMI BCH., FL 33160

940-4848 FAX 944-8834

931-6116 FAX 931-3460



3 'S' Marketing

1325 N.E. 176th Street . North Miami Beach, FL 33162

Valerie Rodriguez Owner/Distributor

(305) 945-1735

(305) 947-1118

Beeper (305) 287-1888

We Care. Be Safe, Slim and Successful

APPENDIX L

NORTH MIAMI BEACH
CHAMBER OF COMMERCE
"THE KEY TO A BETTER COMMUNITY"

Chamber Highlights

- ** THE NORTH MIAMI BEACH CHAMBER OF COMMERCE is constantly involved in programs dealing with municipal, county, state, and national government; crime prevention, education, recreation, beautification, economic development, and other important community needs.
- ** THE NORTH MIAMI BEACH CHAMBER OF COMMERCE was instrumental in obtaining funding for sewers in North Miami Beach; Beautification of businesses and median strips; The acquisition of Tri-Rail.
- ** THE NORTH MIAMI BEACH CHAMBER OF COMMERCE monitors and works closely with City Hall to positively advance the needs of the business and residential community.
- ** THE NORTH MIAMI BEACH CHAMBER actively supports the North Miami Beach and Metro-Dade Police Departments to ensure the safety of residents, consumers, and merchants. The chamber sponsors the Outstanding Police Officer and Crime Watch Volunteer Awards; as well as the GRUNCH Program.
- ** THE NORTH MIAMI BEACH CHAMBER was one of the first Dade Partners in the area. The chamber actively promotes the working relationship between the schools, itself, and the business community. The chamber has instituted in-School Student Chambers of Commerce in both North Miami Beach High School and John F. Kennedy Middle School.

Community Profile

North Miami Beach is one of the most convenient and comfortable communities in South Florida. Located equidistant between Miami and Ft. Lauderdale, and situated right off the Golden Glades interchange, residents and business people have quick and easy access to virtually anywhere.

North Miami Beach also enjoys a great selection of parks and recreational areas. There are eight city parks (50+ acres), two county parks (225+ acres), and the expansive Oleta State Park (850 acres complete with Dade County's only "Urban Wilderness River"), and ten golf courses within five miles. The city's Arthur J. Snyder Tennis Center draws tennis fans from all over Northeast Dade. And the wide, beautiful beaches of the Atlantic Ocean are less than five miles away from any part of the city.

North Miami Beach is also an exceptional shopping area — the only one in South Florida in fact, to boast of two regional shopping mails within three miles of each other (The Mail at 163rd Street and the Aventura Mail). There are also over 600 other stores and businesses within ten minutes drive.

The area boasts of one of the finer medical facilities in South Florida with Parkway Regional Medical Center. It is constantly adding more space and state of the art services to better serve the community.

The Key to a Better Community



North Miami Beach Chamber of Commerce

41 Northeast 167th Street North Miami Beach, FL 33162 PHONE: (305) 653-1200

FAX: (305) 653-4794

WELCOME

Welcome to our community. The North Miami Beach area features a business and residential community which is versatile and offers something for everyone. It has constant growth and economic development, and is without a doubt, a community "Where People Care."

THE NORTH MIAMI BEACH CHAMBER OF COMMERCE is committed to preserving the vitality and stability of the area, maintaining a climate in which our businesses, schools, and citizens can flourish. Chamber members are part of an active and responsive business and professional association dedicated to creating a better environment for our community.

THE NORTH MIAMI BEACH CHAMBER OF COMMERCE encompasses a large, diversified range of business, civic, and educational members. Many projects have been designed to help it achieve its goals, resulting in a dedicated group of individuals who present a united voice on issues affecting the membership. Through cooperation and mutual ambition, chamber members continue to strive for the advancement of their goals, as well as for the quality of life in South Florida. Furthermore, the chamber provides a support system for people who are considering the North Miami Beach area for the relocation of their businesses and/or residences.

THE NORTH MIAMI BEACH CHAMBER OF COMMERCE invites you to join its winning team and take advantage of an environment both where opportunities abound and "Where People Care."

Chamber Overview

THE CHAMBER

The North Miami Beach Chamber of Commerce was formed in 1949 by a group of 10 local businesses, with the purpose of aiding new and existing businesses in the community. It has grown to over 500 members and is a powerful source for promoting one's business and establishing important connections within the area.

MONTHLY MEETINGS

Combining networking, keynote speakers, and the dissemination of community activities, chamber meetings are held at noon, the third Thursday of every month.

OTHER MARKETING OPPORTUNITIES

Business Card Exchanges are an excellent vehicle for one to network with other Chamber members in an informal atmosphere.

COMMITTEE INVOLVEMENT

One's involvement in any one of over a dozen committees affords chamber members the opportunity to take an active role and help improve the overall business climate and quality of life in the community.

MEMBERSHIP DIRECTORY

All members receive two free listings (alphabetical and categorical) in the annual Membership Directory and Buyer's Guide.

Benefits of Membership

- Free listing in the Chamber Directory and Buyer's Guide
- Publicity in the Chamber Newsletter in the form of listing new and renewed members, reloca-tions, promotions/special events
- *** Business referrals

The Chamber receives numerous requests for names numbers of local businesses and professionals. Only Chamber members are recommended.

The Chamber also serves as a clearing house for inquiries regarding the reliability of businesses and professionals.

The Chamber actively encourages residents, visitors, and other Chamber members to patronize your business.

- *** Monthly Membership Meetings, Business Card Exchanges, and Committee Meetings provide opportunities both to network with other business leaders in the area, and take an active and professional role in promoting your business.
- *** Display space in the Chamber office for business cards and brochures for distribution to walk in traffic, or mailing to individuals or businesses requesting your type of product/service.

402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report

In Support of:

Comments on Notice of Proposed Rulemaking

MM Docket No. 95-76

Change of FM Table of Allocations
to move Channel 239C1 at Homestead, Florida
to Channel 239C2 at North Miami Beach, Florida

on behalf of:

New Age Broadcasting, Inc. Licensee of WXDJ

Copyright © 1995 Radiotechniques Engineering Corporation

All rights reserved. This Report has been prepared at no cost to the United States Government. License is hereby granted for use in the evaluation of the petition of which this report is a part. All other uses are prohibited except by written permission of Radiotechniques Engineering Corporation.

CONSULTING ENGINEERS

402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report Comments on Notice of Proposed Rulemaking MM Docket 95-76 WXDJ, New Age Broadcasting, Inc. July 1995 Page 1

Abstract

Radiotechniques Engineering Corp. has been retained by New Age Broadcasting, Inc. licensee of WXDJ, Homestead, Florida. This report was prepared in support of comments on FCC Notice of Proposed Rulemaking in MM Docket 95-76 to modify the Table of FM Allotments to move channel 239 C1 at Homestead, Florida to 239 C2 at North Miami Beach, Florida. New Age Broadcasting, Inc. is the petitioner in this proceeding. The Commission requested a showing of the area and population analyzed for all aural broadcast reception services as outlined in footnote three of the *Notice*. The service analysis provided herein has been conducted using the instructions provided in the *Notice*.

Population and Area Gain

WXDJ's licensed facility serves 2,547,093 persons. The proposed changes improve this service to 2,721,724 persons. The proposed change in the table of allocations will result in a substantial population gain, representing a net service increase of 174,631 persons (+6.9 % increase) within the 60 dbµV contour.

The population of the area receiving new service from WXDJ is 208,668 persons. WXDJ will provide 113 square kilometers of land area new service by the proposed changes. The entire area receiving new service from WXDJ is "well served" with five or more reception services available.

402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report Comments on Notice of Proposed Rulemaking MM Docket 95-76 WXDJ. New Age Broadcasting, Inc. July 1995 Page 2

Population and Area Loss

The population that was served by the licensed facility, but will not receive service from the proposed facility is 34,037 persons. This represents only 1.3 % of the population served by the licensed facility. The total area lost is 5313 square kilometers, almost all of which is in the Everglades swamp. Ninety-six percent of the lost population or 32,635 persons are "well served" by aural broadcast services.

No creation of "White" or "Grey" Areas

The entire area served by the licensed WXDJ facilities is served by at least WMCU, Miami, and WRTO, Goulds, FL, therefore, all of the area losing service from WXDJ will receive at least two FM broadcast signals.

The population of the area losing service from WXDJ and having less than five other protected signals was reanalyzed. A replacement for the *Petition's* Appendix Figure 5 shows the areas in crosshatch with various numbers of available reception service signals. It can be seen from the plot of the contours of stations in the market that "well served" areas receive substantially more than five aural broadcast services.

The population of the areas with four or fewer services, using the 1990 Census is as follows:

The area losing service from WXDJ and served only by WRTO and WMCU is 2832 square kilometers. It contains 1201 persons. 1 67.9 percent of this area is within the

The original petition included the Everglades division block group at N25 35' 08" W80 46' 21" with a population of 1052 persons in an area with four other services due to an error in plotting the block group reference coordinates on the map. It

402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report Comments on Notice of Proposed Rulemaking MM Docket 95-76 WXDJ, New Age Broadcasting, Inc. July 1995 Page 3

Everglades National Park, and the balance of the area is in the Everglades swamp outside the park.

The area losing service from WXDJ and served only by WRTO, WMCU and WCTH is 936 square kilometers. It contains 201 persons. 76 percent of this area is within the Everglades National Park.

The area losing service from WXDJ which will be served by only four aural services is 342 square kilometers 65% of which is within Everglades National Park. There are no population reference points within the area that loses a fifth aural service. No people will lose service in this area from the proposed change.

In summary, the population losing third service due to the changes proposed herein represents only fourty-seven one-thousandths of one percent of the population served by the presently licensed WXDJ. The total population losing fourth service is only eight one thousandths of one percent of the population served by the presently licensed WXDJ, and no one will lose a fifth aural service. The reason that the population losing service is so small is because most of the area losing service by the proposed changes is uninhabited, protected swampland.

The petition summarized the service situation for Homestead after the proposed change. This summary remains valid. According to the standards outlined in footnote three of the notice, Homestead receives twenty-three "local reception services". In addition, Homestead also receives daytime service from an additional eleven AM stations.

appears that the population data for this block group may be in error and overstated. Upon inspection of maps of the block, there appear to be too few buildings in the area to support the population reported.

402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report Comments on Notice of Proposed Rulemaking MM Docket 95-76 WXDJ, New Age Broadcasting, Inc. July 1995 Page 4

The proposed WXDJ facilities would provide a protected 63.7 dbµV (F50,50) service to the furthest point of Homestead. If terrain roughness corrections of Federal Communications Commission Rules and Regulations 47CFR §73.333 are considered this furthest point would receive 65.7 dbµV.

Engineer's Statement

This is to certify that this report has been prepared by myself, or under my direction. It is correct and accurate of my own knowledge, except where stated otherwise, and where this is so, the information is correct to the best of my knowledge and belief.

I further certify that I am a Licensed Professional Engineer in the States of New Jersey and Pennsylvania, with a BSEE degree from the Newark College of Engineering of NJIT, and that I am regularly engaged in the practice of radio engineering with the firm of Radiotechniques Engineering Corporation, with offices at 402 Tenth Avenue, Haddon Heights, NJ.

I am a member of the AFCCE, senior member of the IEEE, and SBE, and hold an FCC General Radiotelephone Operator License, and am Certified as a Senior Broadcast Engineer by the SBE. My qualifications are a matter of record with the FCC.

Date: July 27, 1995

Edward A. Schober, PE

(Seal)

